Advanced Questioning Strategies

Pre-suppositions

The most powerful questioning technique for any sales situation

Where Do Questions Come Into Play?

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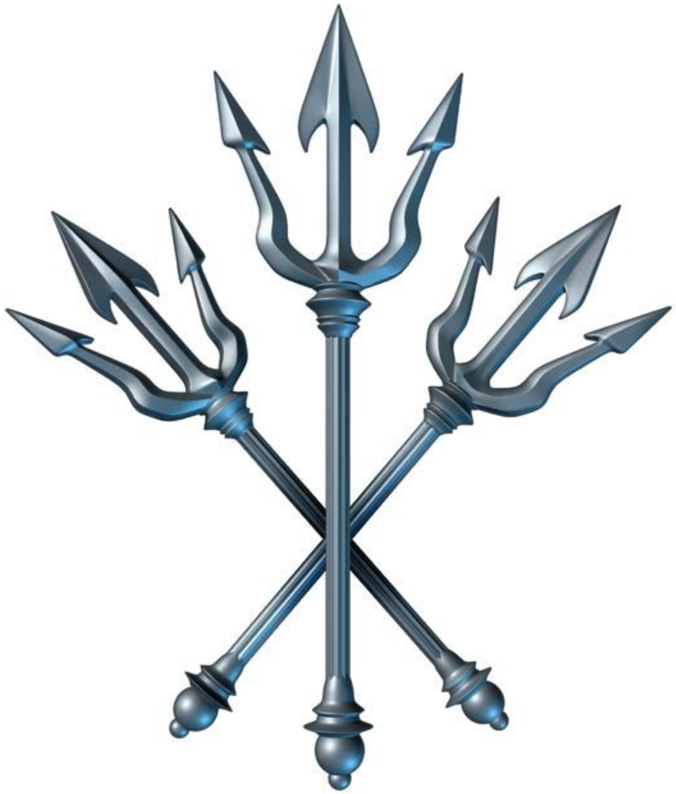

“Effective communication can only take place when you clearly understand the other persons desires and motives.”

It usually takes 3 clarifying questions to get to the heart of the matter.

My Favorite Questioning Strategy

Pre-Suppositions

Pre-Suppositions

1 : to suppose beforehand
2 : to require as an antecedent in logic or fact
Wikipedia: is an implicit assumption about the world or background belief relating to an utterance whose truth is taken for granted in discourse.

A presupposition pre-supposes something has happened, which has not. This goes below the prospects defensive radar because it’s posed in the form of a question, not a statement they have to defend.

The mind is temporarily confused and must think it through. It forces the prospect to discover intrinsically a truth which they have not discovered so far.

Pre-Supposition Examples

- When you talked with your financial advisor about how much in taxes you'll pay on your retirement savings in retirement, how did you feel about that number?

- When your cpa told you about a way to create tax free cash flow during retirement, why didn't you decide to do it?

- When your financial advisor sat down with you and walked you through how much income your investments would spin off during retirement, how did that conversation go?

- I'm sure your CPA is proactively bringing you tax savings options like this, so why didn't you go with it when he showed you?

- He won't even let you change even if you wanted to….

- How did you feel when you found out your 401k and IRA could be tax time bombs in retirement.

- Why didn't you buy into this strategy when your insurance agent showed you how you can get potential double digit growth, with zero risk of market losses?

- Who do you usually seek advice from on major decisions like this? (Dad/Family member/advisor)

- When your agent reviews your policy with you each year and suggests ways to improve your finances, how does that meeting go?

- How do you like the quarterly newsletter you get from your agent/advisor, is it helpful information?

- So if your advisor (Family/Friend/CPA) doesn't like it, is it over? Or do you make your own decisions on items like your own financial future?

Conversation Example

When your (__________) told you about it before, why didn't you do it?

"He never did"

Hmm, oh, I though you said you were going to ask him about it?

"I Did"

-So why didn't he tell you about this already?

"I don't know"

-Could it be he doesn't know about it?

"I guess"

Oh, okay, so if he has expertise in this area, why do you think he didn't tell you about it already?

"I'm not sure he does"

Oh, so he doesn't know anything about this…is that what you are saying?

So lets pretend you ask him his advice and he doesn't know anything about it…what kind of advice do you think you are going to get?

Homework:

Make a list of the following:

-Objections
-Excuses
-Important points you want to make
-Value you provide and that the prospect isn't getting elsewhere (Retirement Cash Flow Gap Analysis)
-Things you don't want your prospects to do
-Things you do better than the competition
-Things you know the competition isn't doing, that they should be doing to help the client